

AMENDMENTS TO THE CLAIMS

Please **CANCEL** claims 1 – 11.

Please **ADD** claims 12 – 22.

The claims in this listing will replace all prior versions, and listings, of claims in the application.

1 – 11. (Canceled).

12. (New) A vehicle pneumatic tire, comprising:

a radial ply casing;

two sidewalls;

two bead areas with bead cores and core profiles; and

two bead reinforcements comprising tire cords;

wherein the two bead areas are reinforced in a circumferential direction of the vehicle pneumatic tire with the two bead reinforcements, and

wherein the tire cords are arranged directly in the bead areas without any embedding into a rubber strip.

13. (New) The vehicle pneumatic tire according to claim 12, wherein the tire cords lie against the core profiles in the form of a wound spiral.

14. (New) The vehicle pneumatic tire according to claim 13, wherein a gradient angle of the wound spiral is smaller in a radially inner area than in a radially outer area of the wound spiral.

15. (New) The vehicle pneumatic tire according to claim 12, wherein the tire cords lie against the core profiles in the form of wound ellipses.

16. (New) The vehicle pneumatic tire according to claim 12, wherein the tire cords lie against the core profiles in the form of a wound reel.

17. (New) The vehicle pneumatic tire according to claim 12, wherein the tire cords lie against the core profiles in a discontinuous manner in individual tire cord sections.

18. (New) The vehicle pneumatic tire according to claim 17, further comprising a core profile with regularly arranged gaps, wherein the tire cord sections are arranged on the core profile with the regularly arranged gaps.

19. (New) The vehicle pneumatic tire according to claim 17, wherein the tire cord sections are arranged on the core profile overlapping at transitions.

20. (New) The vehicle pneumatic tire according to claim 12, further comprising a fiber-reinforced rubber ply, wherein the tire cord is arranged on the fiber-reinforced rubber ply.

21. (New) The vehicle pneumatic tire according to claim 12, further comprising two casing plies, wherein the bead reinforcements are arranged in the bead areas between the two casing plies.

22. (New) A method for producing a pneumatic tire having a bead reinforcement, comprising:

providing an annular core profile having a bead core;

winding a wire-shaped tire cord to form the bead reinforcement;

arranging the core profile having the bead core and the bead reinforcement on a conventional tire building drum; and

completing assembly of the pneumatic tire according to a conventional tire construction process.